CONTRACT

WXYZ
20777 W. 10 Mile Rd.
Southfield, MI 48037
(248)827-7777

www.wxyz.com

And:

Media Strategies & Research
Attention: Rachael Beale
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Contract / Revision	Alt Order #
300772 /	

Product
Stabenow for Senate 2012

Contract Dates	Estimate #	
10/08/12 - 10/14/12	**11273**	

Advertiser	Original Date / Revision
Stabenow / Democrat / Senate	06/15/12 / 07/09/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WXYZ	Steve Kopicki	WXYZ National

Special Handling

Demographic
Adults 35+

IDB#	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots	Totals Amount
N 1	WXYZ	10/09/12	10/12/12	5am News M-F	5-6am M-F		:30			NM	2	$500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/08/12	10/14/12	-T--F--	2	$250.00							
N 2	WXYZ	10/08/12	10/14/12	Action News 6am	6-7am M-F		:30			NM	5	$4,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/08/12	10/14/12	MTWTF--	5	$900.00							
N 3	WXYZ	10/08/12	10/14/12	M-F 7-9am	7-9am M-F		:30			NM	5	$4,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/08/12	10/14/12	MTWTF--	5	$900.00							
N 4	WXYZ	10/13/12	10/13/12	GMA SAT 7-8am	SAT 7-8am		:30			NM	1	$275.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/08/12	10/14/12	-----S-	1	$275.00							
N 5	WXYZ	10/13/12	10/13/12	Action News SAT 8am	SAT 8-9am		:30			NM	1	$275.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/08/12	10/14/12	-----S-	1	$275.00							
N 6	WXYZ	10/14/12	10/14/12	GMA SUN 7-8am	SUN 7-8am		:30			NM	1	$250.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/08/12	10/14/12	------S	1	$250.00							
N 7	WXYZ	10/14/12	10/14/12	Action News SUN 8am	Sun 8-930am		:30			NM	1	$250.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/08/12	10/14/12	------S	1	$250.00							
N 8	WXYZ	10/09/12	10/09/12	M-F 9a-10a	9-10am M-F		:30			NM	1	$325.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/08/12	10/14/12	-T-----	1	$325.00							
N 9	WXYZ	10/10/12	10/10/12	M-F 11a-12n	11am-12pm M-F		:30			NM	1	$500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/08/12	10/14/12	--W----	1	$500.00							
N 10	WXYZ	10/11/12	10/11/12	12n-1p	12-1pm M-F		:30			NM	1	$350.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/08/12	10/14/12	---T---	1	$350.00							

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.

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Contract / Revision	Alt Order #
300772 /	

Contract Dates	Product	Estimate #
10/08/12 - 10/14/12	Stabenow for Senate 20	**11273**

Advertiser	Original Date / Revision
Stabenow / Democrat / Se	06/15/12 / 07/09/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots	Totals Amount
		Start Date	End Date	Weekdays / Spots/Week / Rate								
N 11	WXYZ	10/08/12	10/12/12	M-F 3p-4p	3-4pm M-F		:30			NM	3	$1,800.00
		Start Date	End Date	Weekdays / Spots/Week / Rate								
Week:		10/08/12	10/14/12	M-W-F-- / 3 / $600.00								
N 12	WXYZ	10/09/12	10/11/12	Dr. Oz	4-5pm M-F		:30			NM	2	$1,200.00
		Start Date	End Date	Weekdays / Spots/Week / Rate								
Week:		10/08/12	10/14/12	-T-T--- / 2 / $600.00								
N 13	WXYZ	10/08/12	10/12/12	5-6pm M-F	5-6pm M-F		:30			NM	3	$3,600.00
		Start Date	End Date	Weekdays / Spots/Week / Rate								
Week:		10/08/12	10/14/12	M-W-F-- / 3 / $1,200.00								
N 14	WXYZ	10/08/12	10/12/12	6-630pm M-F	6-630pm M-F		:30			NM	4	$5,200.00
		Start Date	End Date	Weekdays / Spots/Week / Rate								
Week:		10/08/12	10/14/12	MTWT--- / 4 / $1,300.00								
N 15	WXYZ	10/08/12	10/12/12	M-F 7-730p	7-730pm M-F		:30			NM	5	$6,000.00
		Start Date	End Date	Weekdays / Spots/Week / Rate								
Week:		10/08/12	10/14/12	MTWTF-- / 5 / $1,200.00								
N 16	WXYZ	10/08/12	10/14/12	M-F 730-8pm	730-8pm M-F		:30			NM	4	$8,000.00
		Start Date	End Date	Weekdays / Spots/Week / Rate								
Week:		10/08/12	10/14/12	MT-TF-- / 4 / $2,000.00								
N 17	WXYZ	10/08/12	10/08/12	MO 8-10pm Dancing	8-10p		:30			NM	1	$10,000.00
		Start Date	End Date	Weekdays / Spots/Week / Rate								
Week:		10/08/12	10/14/12	M------ / 1 / $10,000.00								
N 18	WXYZ	10/09/12	10/09/12	Tuesday Prime A	8-9pm Tuesday		:30			NM	1	$5,000.00
		Start Date	End Date	Weekdays / Spots/Week / Rate								
Week:		10/08/12	10/14/12	-T----- / 1 / $5,000.00								
N 19	WXYZ	10/10/12	10/10/12	Wednesday Prime A	8-9pm Wednesday		:30			NM	1	$2,500.00
		Start Date	End Date	Weekdays / Spots/Week / Rate								
Week:		10/08/12	10/14/12	--W---- / 1 / $2,500.00								
N 20	WXYZ	10/10/12	10/10/12	Wednesday Prime B	9-10pm Wednesda		:30			NM	1	$10,000.00
		Start Date	End Date	Weekdays / Spots/Week / Rate								
Week:		10/08/12	10/14/12	--W---- / 1 / $10,000.00								
N 21	WXYZ	10/11/12	10/11/12	Thursday Prime B	9-10pm Thursday		:30			NM	1	$5,000.00
		Start Date	End Date	Weekdays / Spots/Week / Rate								
Week:		10/08/12	10/14/12	---T--- / 1 / $5,000.00								
N 22	WXYZ	10/12/12	10/12/12	Friday Prime C	10-11pm Friday		:30			NM	1	$2,000.00
		Start Date	End Date	Weekdays / Spots/Week / Rate								
Week:		10/08/12	10/14/12	----F-- / 1 / $2,000.00								
N 23	WXYZ	10/14/12	10/14/12	Sunday Prime B	8-9pm Sunday		:30			NM	1	$5,000.00
		Start Date	End Date	Weekdays / Spots/Week / Rate								
Week:		10/08/12	10/14/12	------S / 1 / $5,000.00								
N 24	WXYZ	10/14/12	10/14/12	Sunday Prime C	9-10pm Sunday		:30			NM	1	$3,000.00
		Start Date	End Date	Weekdays / Spots/Week / Rate								
Week:		10/08/12	10/14/12	------S / 1 / $3,000.00								
N 25	WXYZ	10/08/12	10/12/12	11pm Actn News M-F	Late News M-F		:30			NM	5	$12,500.00
		Start Date	End Date	Weekdays / Spots/Week / Rate								
Week:		10/08/12	10/14/12	MTWTF-- / 5 / $2,500.00								
N 26	WXYZ	10/13/12	10/13/12	11-1130pm Sa	11-1130pm Sat Lat		:30			NM	1	$2,500.00

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Week:		10/08/12	10/14/12	- - - - - S -	1	$2,500.00						
N 27	WXYZ	10/14/12	10/14/12	11-1130pm Sun	11-1130pm Late N		:30			NM	1	$2,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/08/12	10/14/12	- - - - - - S	1	$2,500.00						
N 28	WXYZ	10/08/12	10/14/12	Nightline	1135pm-1205am M		:30			NM	2	$1,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/08/12	10/14/12	M - - T - - -	2	$750.00						
									Totals		57	$99,025.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/14/12	57	$99,025.00	$84,171.25
Totals	57	$99,025.00	$84,171.25

Signature: _____ **Date:** _____

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